## Contact

www.linkedin.com/in/michael-ouweleen-1a09738 (LinkedIn)


## Top Skills

Creative Direction
Digital Media
New Media

# Michael Ouweleen


President, [adult swim], Cartoon Network, Boomerang
Atlanta, Georgia, United States


## Summary


Leads the globally pre-eminent animation brands: Cartoon Network and [adult swim].

Oversees the most diverse and varied adult animation slate out there, including: Rick and Morty, Smiling Friends, Ninja Kamui, Primal, and the upcoming Common Side Effects, Lazarus, Oh My God Yes, Women Wearing Shoulder Pads and Ha, Ha You Clowns.

As one of the foundational employees at Cartoon Network, has been a driving and essential creative force behind every major initiative at the company: from the start of Cartoon Network Originals, the conception and framing of [adult swim], to the launch of Rick and Morty and the growth of both network brands and their IP globally and to streaming.

Has directly run every group involved with a 360 animation business, from development and current series to programming, on air, consumer products creative and marketing. Is now evolving a highly profitable business into new revenue streams, including global IP partnerships and events.

All efforts are informed by the direct experience of having written and produced 50+ episodes of an original [adult swim] series and spin-off.

Specialties: Running all aspects of animation vertical. Developing content and teams. Developing series, from pilots through to global hits, and overseeing them from creative development to launch and marketing. Strengths: attracting and growing talent, building cross-disciplined teams, leading and innovating through change and disruption with vision, confidence, warmth and humor.


## Experience

Warner Bros. Discovery

President, [adult swim], Cartoon Network, Boomerang

June 2022 - Present (2 years 11 months)

Atlanta, Georgia, United States

WarnerMedia

8 years

President, [adult swim]

June 2020 - June 2022 (2 years 1 month)

Atlanta, Georgia, United States

Built Rick and Morty to the #1 adult animated series globally. Expanded the largely U.S. centric adult swim to 65 countries and shifted premieres to global day and date. Opened the adult swim development slate to include more broadly appealing half-hour series. Evolved the tone of content for Gen Z and Alpha audiences, initiated a new slate of adult swim longforms and built out the Rick and Morty content universe. Network was #1 for 18-49s and #1 in adult animation in the minds of US consumers.

Interim President , Cartoon Network, Cartoon Network Studios, Adult Swim, Turner Classic Movies

November 2019 - June 2020 (8 months)

Lead the teams, broke down silos and built bridges across WarnerMedia. Integrated and partnered more with global internal stakeholders. Lead Cartoon Network Studios and adult swim content teams through unprecedented disruption, greenlighting successful titles (We Baby Bears, Jessica's Big Little World, Smiling Friends, Primal) in uncertain times while educating the wider organization about the strength and promise of the animation businesses. Managed the transition to work from home across multiple groups, quickly moving all animation production to work from home for both Cartoon Network Studios and adult swim originals in the second week of March 2020.

CMO, [adult swim], Cartoon Network and Boomerang

2014 - November 2019 (5 years)

Built a talented marketing and in-house creative agency team seen as thought leaders for Gen Z and Alpha. Created award-winning, trend-setting work across video, digital and event, launched series such as Adventure Time, Over the Garden Wall, Powerpuff Girls. The team innovated with a global IP partnership with Unilever around Steven Universe, launched a successful streaming service (Boomerang) and built out a live-event business around Adult Swim Festival.

### Cartoon Network
SVP Executive Creative Director
January 2011 - September 2014 (3 years 9 months)

### Turner Broadcasting
SVP Group Creative Director
2008 - 2014 (6 years)

### Cartoon Network
SVP Development and Programming
2006 - 2008 (2 years)

Oversaw content development and quickly established three series foundational to a generation of kids:  "Ben 10", "The Marvelous Misadventous of Flapjack" and "Chowder". Spearheaded CN's move into live-action longform tentpole adaptations of animated properties. Oversaw the scheduling group at the beginnings of multi-platform scheduling

### Adult Swim
Creator, Executive Producer
September 2001 - July 2007 (5 years 11 months)

Co-Creator and Co-EP, "Harvey Birdman, Attorney at Law”. Wrote on every episode, oversaw every frame of production across all 40 episodes with my partner, Erik. Was lucky to work with the most talented cast and crew imaginable.

### Turner (Turner Broadcasting System, Inc)
Creative Director
March 1996 - January 2001 (4 years 11 months)
Atlanta, Georgia, United States

Ran a multi-award winning Creative Team that made Hanna Barbera relevant again and built Cartoon Network into a pop cultural force. Was one of a 4 person team to make the business case for [adult swim], named, launched and branded the network.

### Korey Kay & Partners
Creative Director
1994 - March 1996 (2 years)

Comedy Central, MTA

### J. Walter Thompson Worldwide

Creative Director
January 1990 - July 1994 (4 years 7 months)
Greater New York City Area

## Education

### Georgetown University
BA, English, Theology · (1985 - 1989)